

### REMARKS

The Examiner has rejected claims 1, 4, 8, 11, 15, 18, 22, 25 and 34 - 40 as allegedly being “anticipated” by U.S. Patent No. 5,970,472 to Allsop. Applicants traverse this rejection based on the following Remarks and the above proposed Amendments, and respectfully request that the Examiner reconsider the rejection, and that he withdraw it.

The Examiner has stated that Claim 8 is currently rejected because: “The Examiner notes Fig. 5 shows a ‘manufacturer’s server system hosting a manufacturer’s web site and a plurality of dealer’s web sites.’” [Page 10, 4<sup>th</sup> Paragraph]. In addition, the Examiner has rejected Claim 8 in light of Allsop, Fig. 3, and Col. 8, lines 32-49. [Page 4, 1<sup>st</sup> Paragraph]. However the unique system architecture recited in Claim 8 is not taught or suggested in Allsop. In particular, Claim 8 recites a client system, a manufacturer’s server system in communication with the client system and “hosting a manufacturer’s web site and a plurality of dealer’s web sites”, and a remote dealer server system providing real-time detailed dealer information to the manufacturer system, with the manufacturer server system able to send the detailed dealer information to the client system. This configuration is important in order to reap the benefits of the present invention. Figure 3 clearly does not teach the limitations recited in Claim 8. Figure 3 of Allsop discloses a dealer’s web site 21 implemented on a web server. A users computer 20, interacts directly with the dealer’s web site 21 (located on a separate web server), to purchase a product. If the user wants to confirm the dealer is an authorized dealer, then the users computer interacts with a third computer system 22 that includes a list of authorized dealers for a particular manufacturer. The third server computer system 22 is maintained by a fourth computer system (the manufacturer’s computer system) 23. [Col. 4, Line 55 – Col. 5, Line 24] Therefore, Figure 3 specifically discloses a manufacturer’s computer system 23 that is not hosting a plurality of dealer web sites (or even one dealer web site), because a separate server 21 is used for that, and there is no direct interaction between the dealer and manufacturer’s servers. Therefore, Figure 3 has no bearing on Claim 8.

As mentioned, the Examiner rejects Claim 8 in light of Figure 5. However, Figure 5, and the associated disclosure does not teach two separate servers, one a manufacturer server and one for a dealer server, and then having the web site of the dealer located on one of the servers (the manufacturer’s server), while the detailed dealer information is located on the other server (the dealer’s server), as recited in Claim 8. Figure 5 illustrates a manufacturer’s web site 41 communicating with a server computer system 50 that has a number of order processing units. The order processing units enable the

manufacturer to access, "at any time, detailed information on all sales to-date and receive standardized reports of such information . . ." [Col. 7 Line 1 – 5]. Therefore, to be analogous with the present invention, the order processing units would have to be located on a separate server (e.g., 50) than the manufacturer's web site, in order to provide the detailed dealer information to the manufacturer server as recited in Claim 8. If this is what the Examiner is stating, then Figure 5 does not teach Claim 8, because Figure 5 does not disclose locating a dealer's web site on the manufacturer's server along with the manufacturer's web site. Alternatively, if the Examiner is stating that Figure 5 discloses that the manufacturer's web site 41 and the order processing units may be co-located on server 50, then Figure 5 does not disclose a separate dealer server system that provides the real-time detailed dealer information. In either case, the system recited in Claim 8 is not taught through Figure 5. For the same reasons, Claim 8 is not taught through the corresponding disclosure cited by the Examiner (Col. 8 Lines 32 – 49] The configuration recited in Claim 8 is important due to the efficiencies such a configuration provides. Therefore, Claim 8 is believed allowable in light of Allsop. For analogous reasons, Claims 15, and 22 are believed allowable.

An amendment to Claim 1 is proposed. Allsop does not teach the proposed amended Claim 1 because Allsop does not teach the manufacturer server system hosting both a manufacturer's web site and a plurality of dealer web sites, and a second server hosting the detailed dealer information, as discussed above with respect to Claim 8. By analogy the proposed amended Claims 34 and 35 are believed allowable.

Allsop does not teach the un-amended version of Claim 37 (if the Examiner chooses not to enter the amendment) based on the same arguments as provided with respect to Claim 8. In addition, Allsop does not teach the further restricted and proposed to be amended, Claim 37. The amended Claim 37 recites "accessing a dealers' web site located on a manufacturer server system from a client system, via a manufacturer's web site located on the manufacturer's server", and "accessing said detailed dealer information with said manufacturer server system from a remote dealer server system". However, Figure 5 and the associated disclosure does not teach or suggest accessing the dealer web site from the manufacturer's web site where they are co-located on the same server, and also does not teach or suggest accessing the detailed dealer information from a dealers server, separate from the manufacturers server that is hosting the dealer web site. Therefore, Claim 37 (amended or un-amended) is believed to be allowable in light of Allsop.

In view of the aforementioned comments, Claims 1, 8, 15, 22, 34, 35, and 37 and the associated dependent claims are believed to be allowable.

**Rejections under 35 U.S.C. § 103**

The Examiner has rejected claims 2, 3, 5 – 7, 9, 10, 12-14, 16, 17, 19 – 21, 23, 24– 28, 36, 38 - 40 under the obviousness provisions of 35 U.S.C. § 103. Applicants believe that since independent claims 1, 8, 15, 22, and 37 are believed to be allowable, the associated dependent claims are also allowable.

**Conclusion**

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections, and that he withdraw them. The Examiner is courteously invited to telephone the undersigned representative if they believe that an interview might be useful for any reason. In the event that the Examiner is un-persuaded by Applicant's arguments, it is respectfully requested that the Examiner enter the Amendment for purposes of Appeal.

Respectfully submitted,

A handwritten signature in black ink, reading "W. Bryan McPherson III", with a horizontal line underneath and a small flourish at the end.

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